

## INTISARI

Tujuan penelitian ini adalah untuk mengetahui pengaruh faktor-faktor fundamental yang terdiri dari *Net Profit Margin*, *Retrun On Equity*, *Earning Per Share*, *Price Earning Ratio*, dan *Price To Book Value* terhadap harga saham pada perusahaan telekomunikasi yang terdaftar di BEI periode 2010-2014.

Sampel yang digunakan dalam penelitian ini adalah 5 perusahaan telekomunikasi menggunakan metode *purposive sampling* dengan periode pengamatan pada tahun 2010-2014. Sumber data sekunder dalam penelitian ini berasal dari Bursa Efek Indonesia. Teknik analisis menggunakan analisis linier berganda.

Berdasarkan hasil pengujian menunjukkan *Net Profit Margin*, *Earning Per Share* berpengaruh signifikan terhadap harga saham, sedangkan *Retrun On Equity*, *Price Earning Ratio*, dan *Price To Book Value* tidak berpengaruh signifikan terhadap harga saham. Koefisien determinasi sebesar 64.7% yang berarti harga saham dapat dijelaskan oleh variabel *Net Profit Margin*, *Retrun On Equity*, *Earning Per Share*, *Price Earning Ratio*, dan *Price To Book Value* sedangkan sisanya sebesar 35.3% dijelaskan oleh variabel lain yang tidak dimasukkan dalam model regresi ini. *Net Profit Margin* memiliki pengaruh dominan terhadap harga saham dengan koefisien determinasi parsial yang paling besar yaitu 35.76%.

Kata kunci : *Net Profit Margin*, *Retrun On Equity*, *Earning Per Share*, *Price Earning Ratio*, *Price To Book Value* dan harga saham.

## **ABSTRACT**

*This research is meant to find out the influence of fundamental factor which consists of Net Profit Margin, Return on Equity, Earning per Share, Price Earning Ratio, dan Price to Book Value to the stock price at telecommunication companies which are listed in the IDX in 2010-2014 periods.*

*The samples of this research are 5 telecommunication companies which have been selected by using purposive sampling method during the observation periods of 2010-2014. The secondary data source of this research has been retrieved from Indonesia Stock Exchange. The analysis technique has been done by using multiple linear analyses.*

*Based on the result of the test, it shows that Net Profit Margin and Earning per Share have significant influence to the stock price, meanwhile Return on Equity, Price Earning Ratio, and Price to Book Value do not have any significant influence to the stock price. Coefficient determination is 64.7% which means that stock price is feasible to be explained by the variables i.e. Net Profit Margin, Return on Equity, Earning per Share, Price Earning Ratio, and Price To Book Value. Meanwhile the remaining is 35.3% which is explained by other variables outside of the regression model. Net Profit Margin is the variable which has dominant influence to the stock price with the largest partial coefficient determination is 35.76%.*

**Keywords:** *Net Profit Margin, Return on Equity, Earning per Share, Price Earning Ratio, Price to Book Value and stock price.*